



Planning Workshop 2

Maplewood City Hall | 2-10-15

Agenda

Time (mins)	Agenda	Leading
20	Welcome Agenda Overview & Workshop Objectives Warm-up Question	Jenny Edwards & Emma Struss Facilitators, Center for Energy and Environment
15	Presentation of the Energy Vision Statement	Joe Ballandby City of Maplewood
30	Maplewood Energy Data Part II	Jenny Edwards
15	SMART Goals	Emma Struss
10	Break	
30	Brainstorming Energy Action Plan Strategies	Jenny Edwards & Emma Struss
20	Discussion and Prioritization	Jenny Edwards & Emma Struss
10	Wrap-up & Introduce Topics for Next Time	Jenny Edwards & Emma Struss

Workshop 2 Objectives



By the end of the workshop...

Objective 1: Approve the planning team's energy vision statement

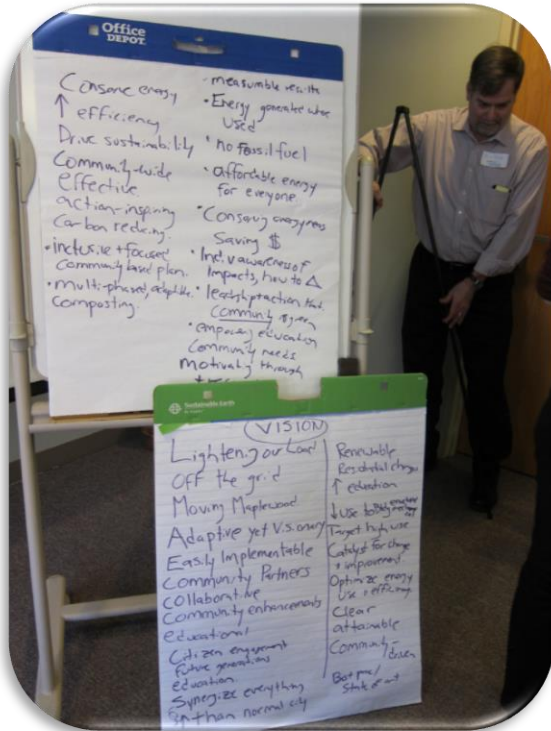
Objective 2: Delve deeper into Maplewood's energy data

Objective 3: Introduce SMART Goals

Objective 4: Brainstorm Energy Action Plan strategies

Objective 5: Discuss and prioritize strategies

Energy Vision Statement



The Maplewood Energy Action Plan will serve as the catalyst for a carbon neutral future by empowering the community through education and cost effective energy actions that are adaptable and measurable.

Energy Vision Word Cloud



Maplewood Energy Data II

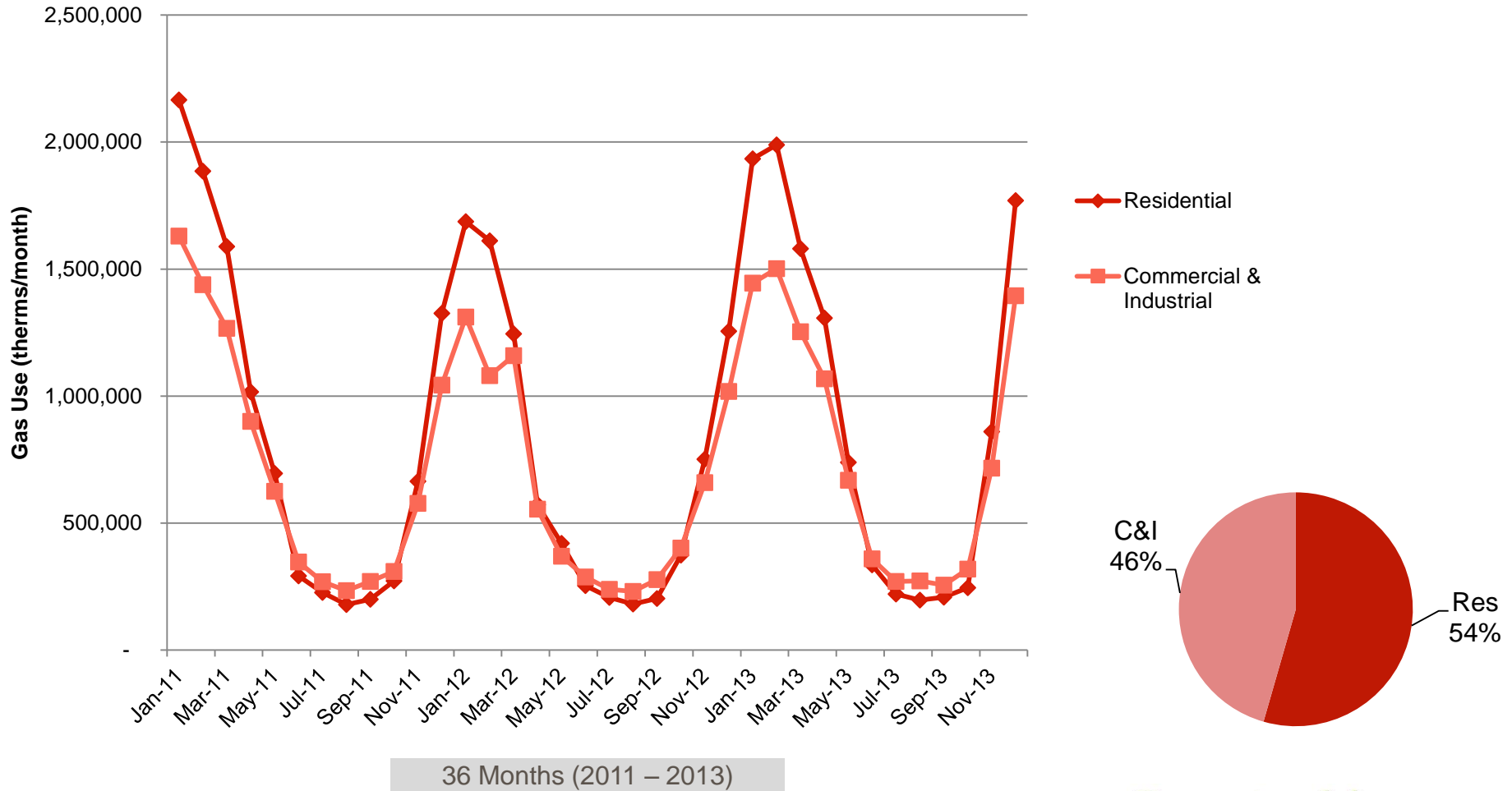
Data 101 Review

- Data Privacy
 - Data privacy rules (15x15)
- Challenges of data processing
 - This is new!
 - Mapping use to geography (physical vs billing address)
 - Customer metadata is sparse in some cases
- Data are unofficial for planning purposes, and results may change slightly

Data Discussion Last Time

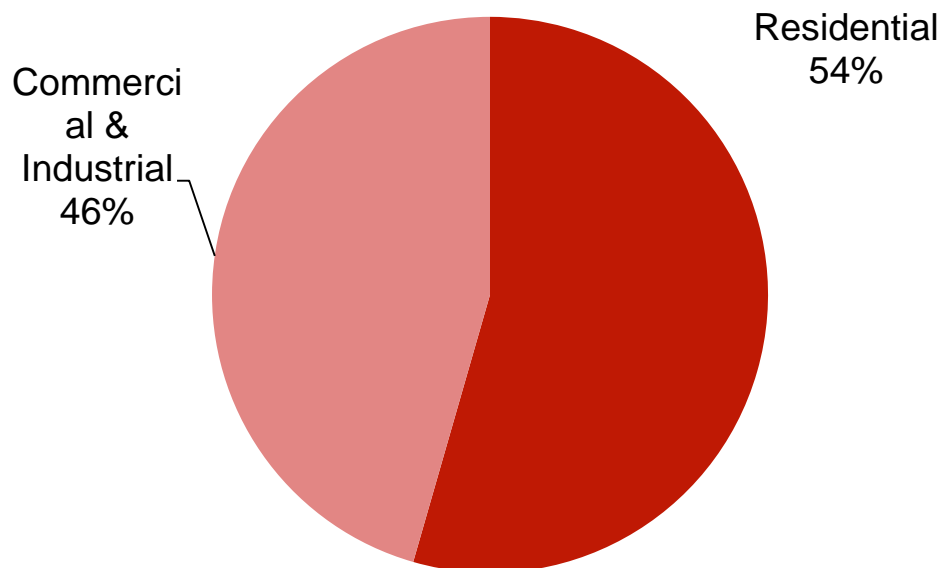
- Utility Service Territory
- City Buildings and Demographics
- Businesses and SIC Code Energy Use
- Where Energy is Used

Updated Natural Gas Use



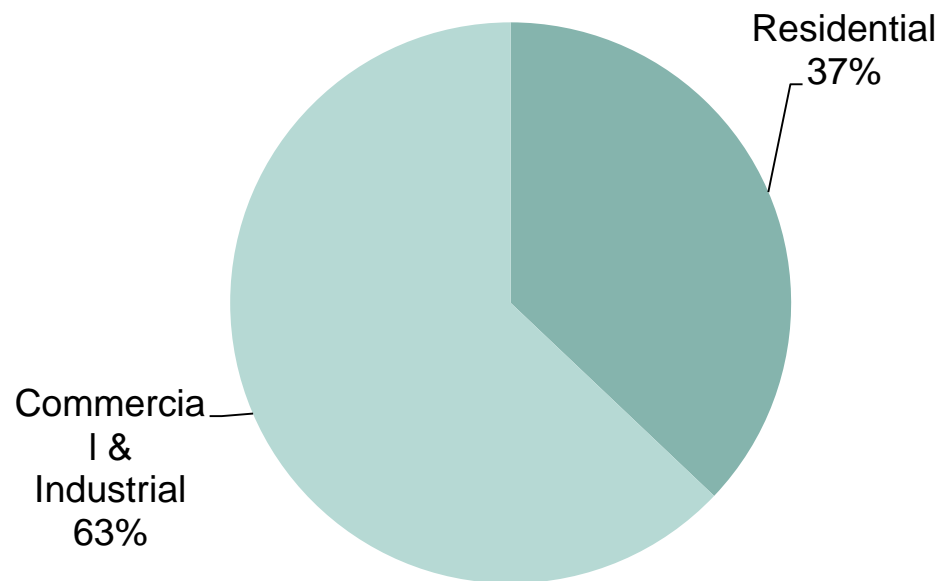
2013 Gas and Electricity Use

Natural Gas



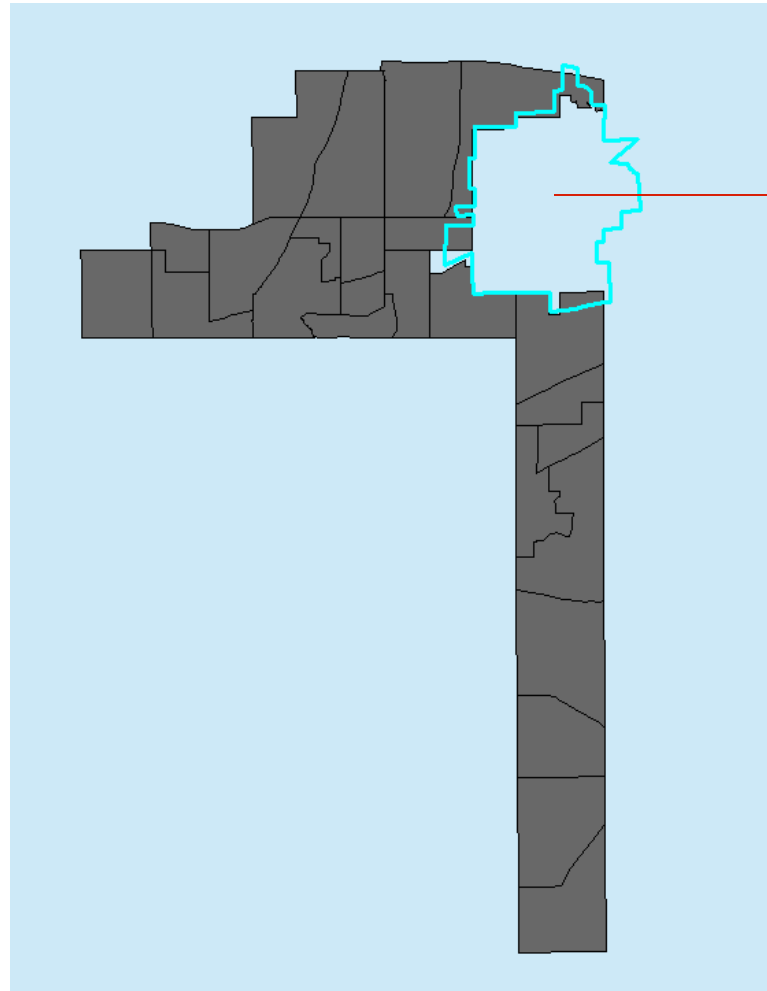
Total = 21 million therms

Electricity



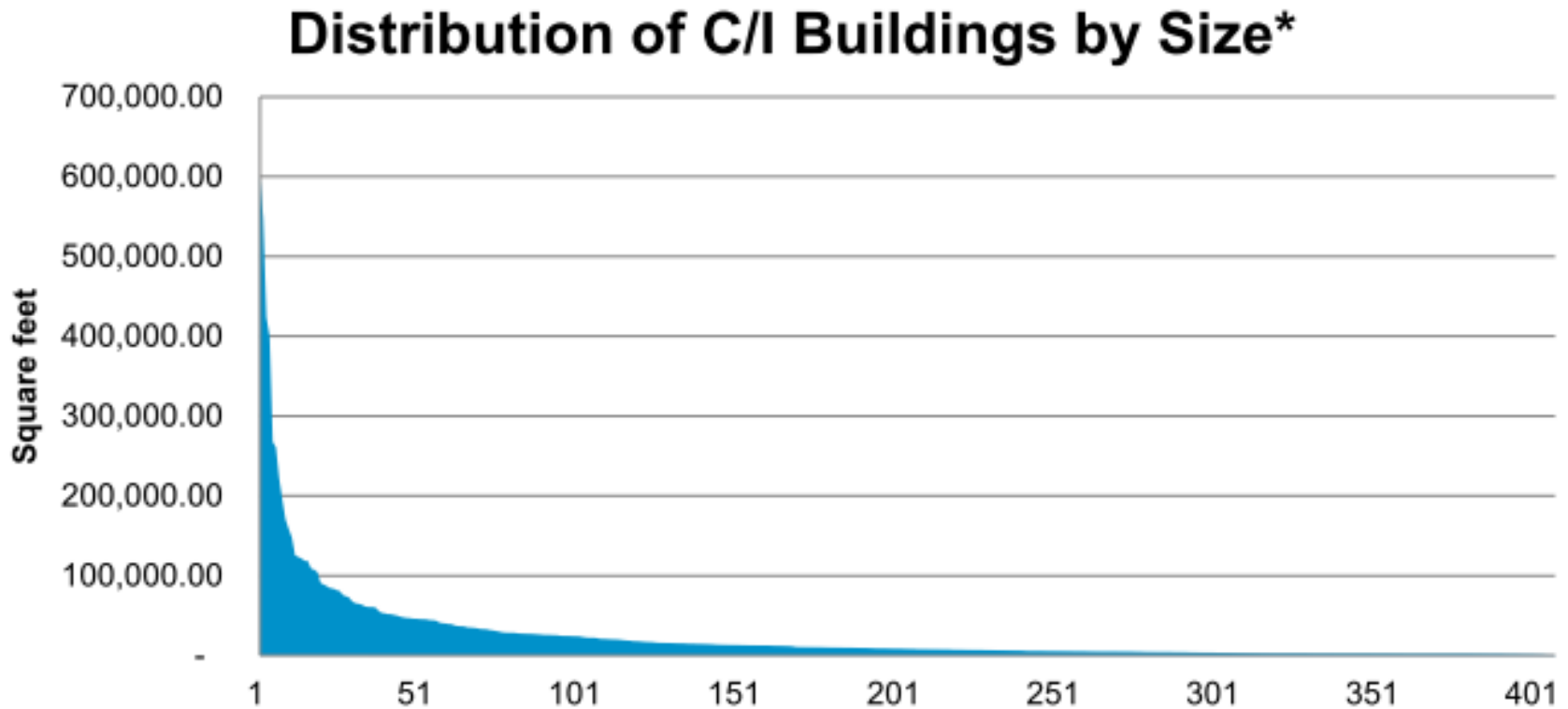
Total = 320 million kWh

Utility Service Territory



North St. Paul
Municipal
Utility

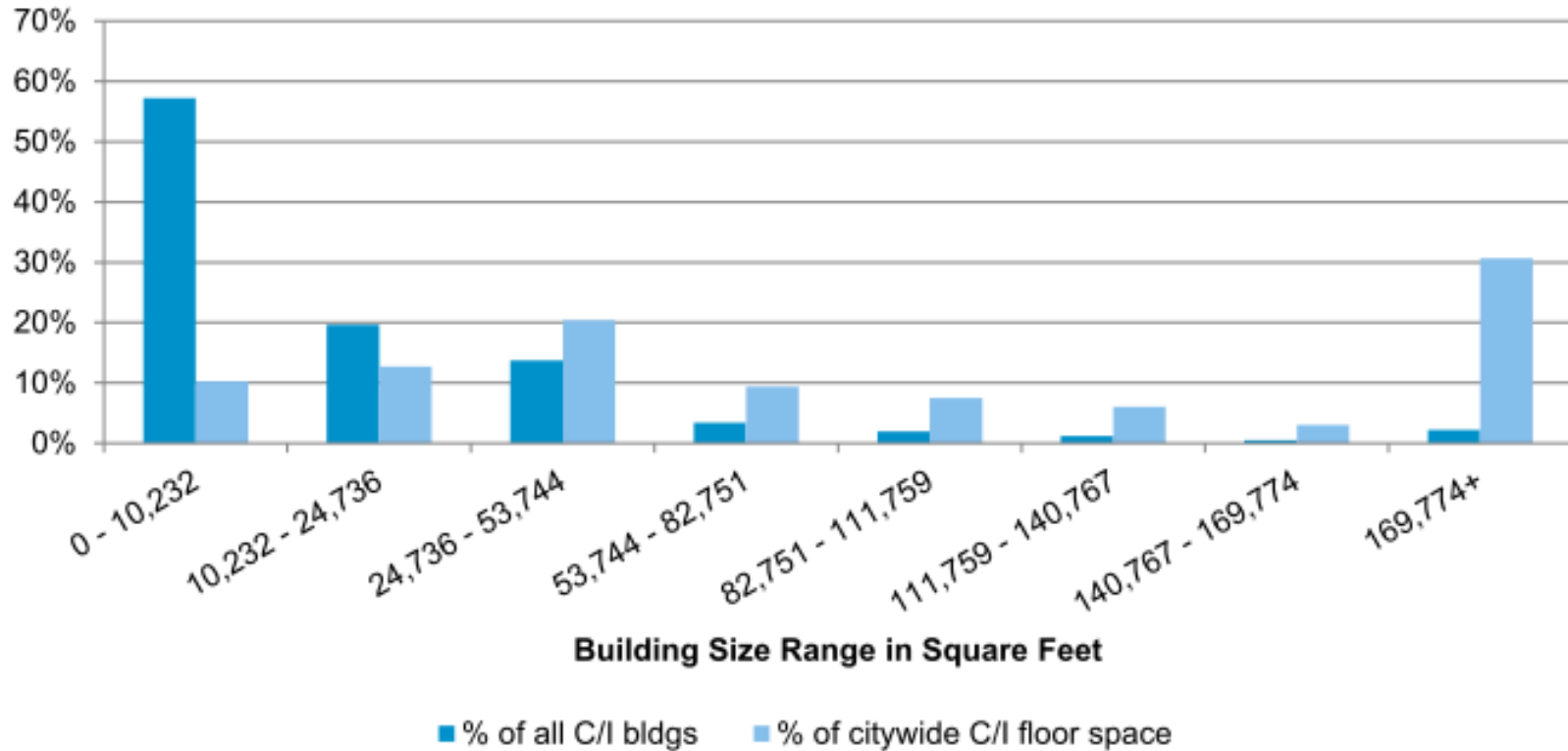
Maplewood Commercial Buildings



Source: City Energy Leadership Group / betterenergy.org

Maplewood Commercial Buildings

Distribution of C/I Buildings and Floor Space*



Source: City Energy Leadership Group / betterenergy.org

Maplewood Commercial Buildings

Largest Buildings*

Rank	Owner	Sq. Footage
1	Maplewood Mall Assoc Lp	599,053
2	3M Company*	547,795
3	3M Company*	423,648
4	3M Company*	399,899
5	St.johns Northeast Comm Hosp	267,576
6	Cw Birch Run Llc	260,538
7	Macys Retail Holdings Inc	222,000
8	Woodland Hills Church	195,030
9	Sears Roebuck And Co	170,348
10	Costco Wholesale Corp	158,433

* ENERGY STAR Certified Building

Source: City Energy Leadership Group / betterenergy.org

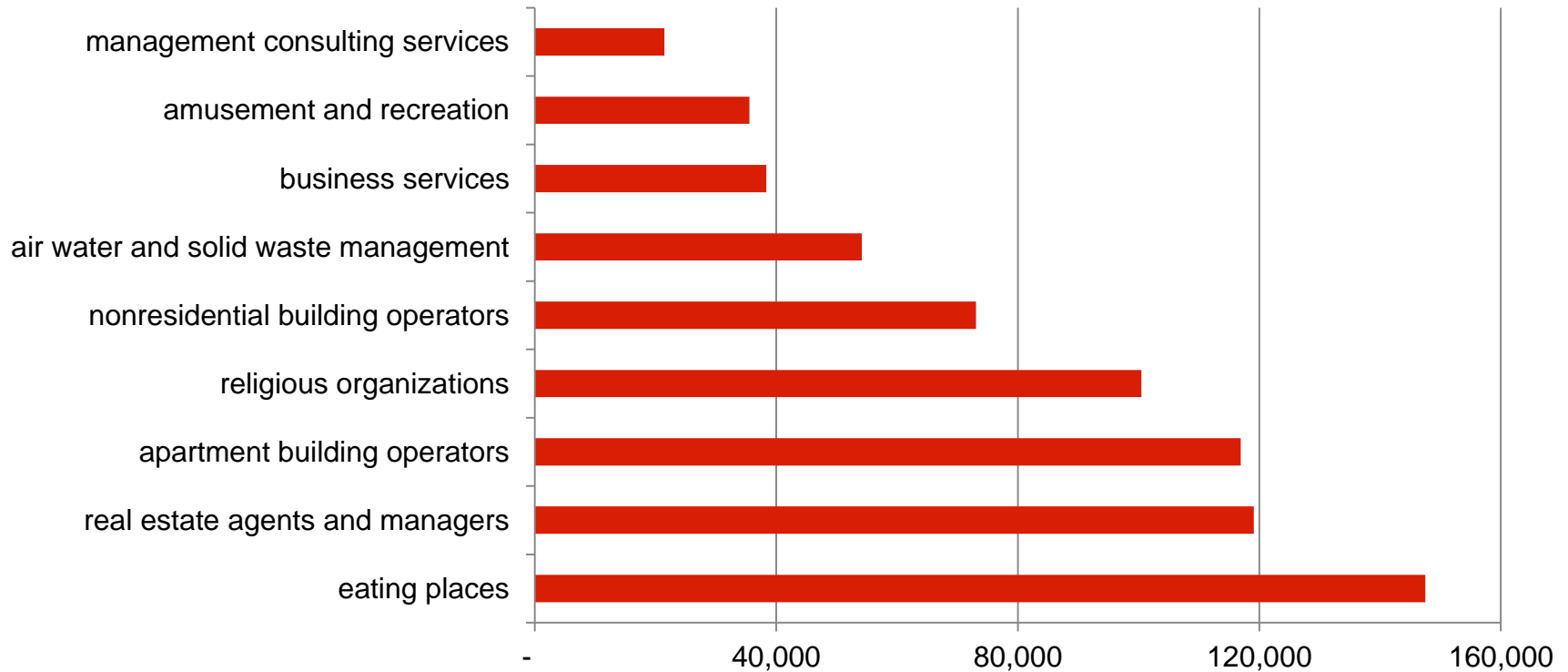
Maplewood Commercial Buildings

Maplewood's ENERGY STAR Certified Buildings

ENERGY STAR Summary	
#ES bldgs. in city	11
#of certifications in 2013	5
Rank among MN cities in # bldgs.	10
Rank among MN cities in # bldgs./capita	36
Total ES Certified Floor space	2126489

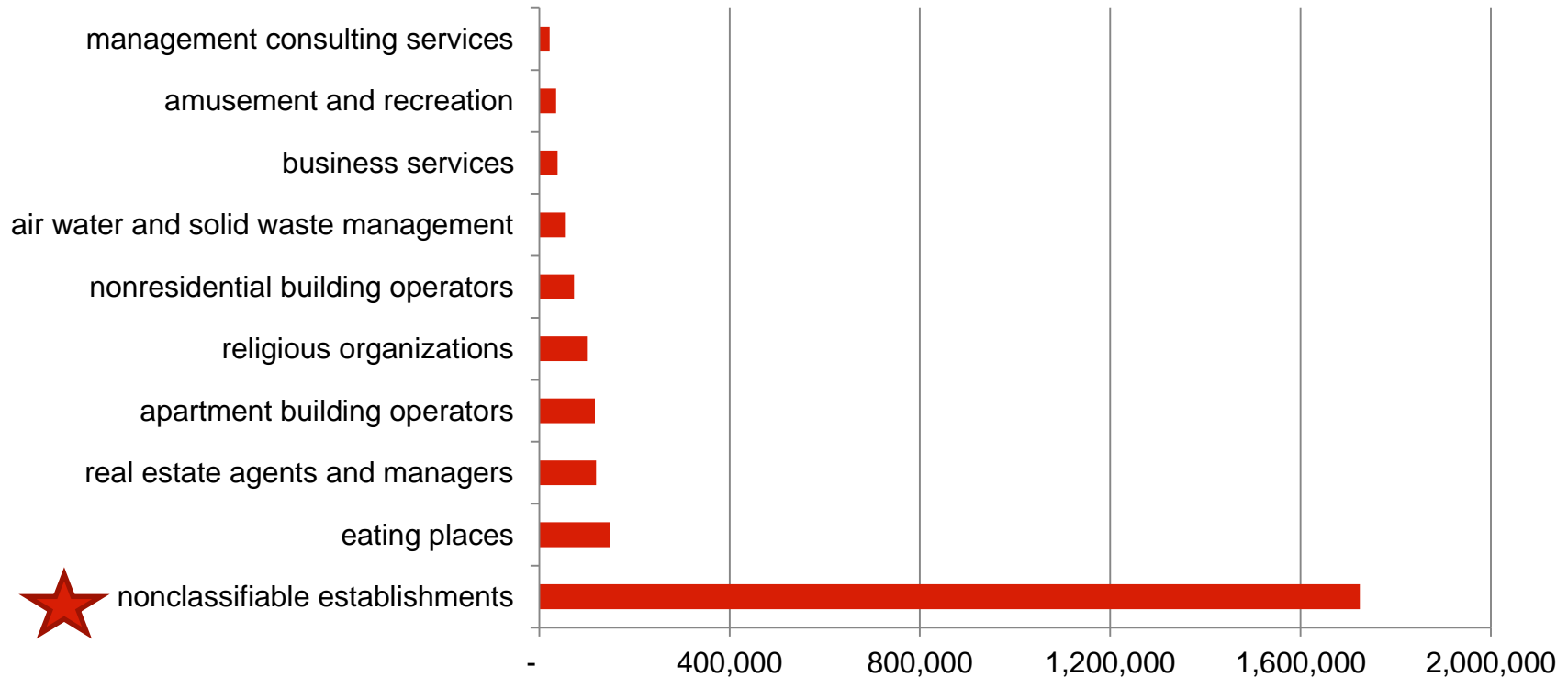
Source: City Energy Leadership Group / betterenergy.org

Commercial SIC Code Data



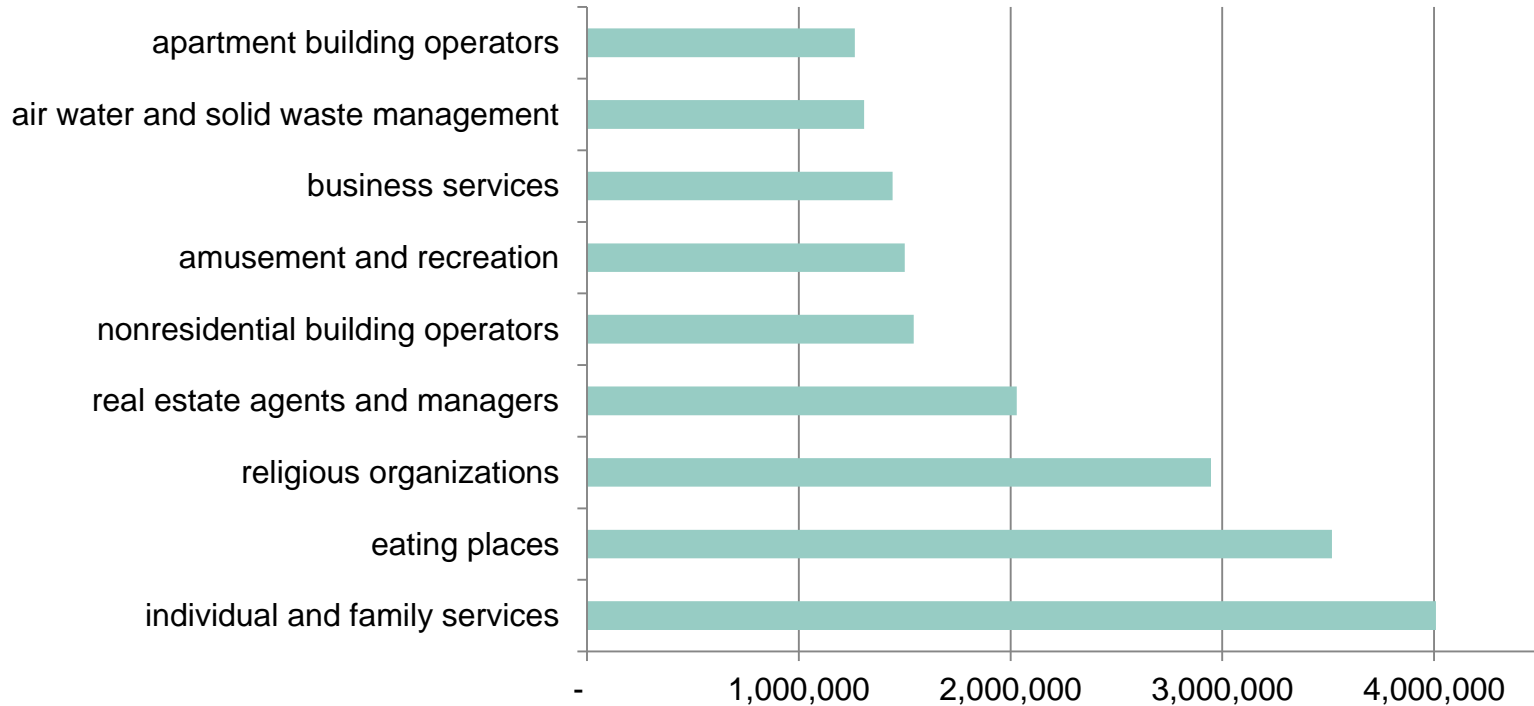
Total therms in 2013

Commercial SIC Code Data



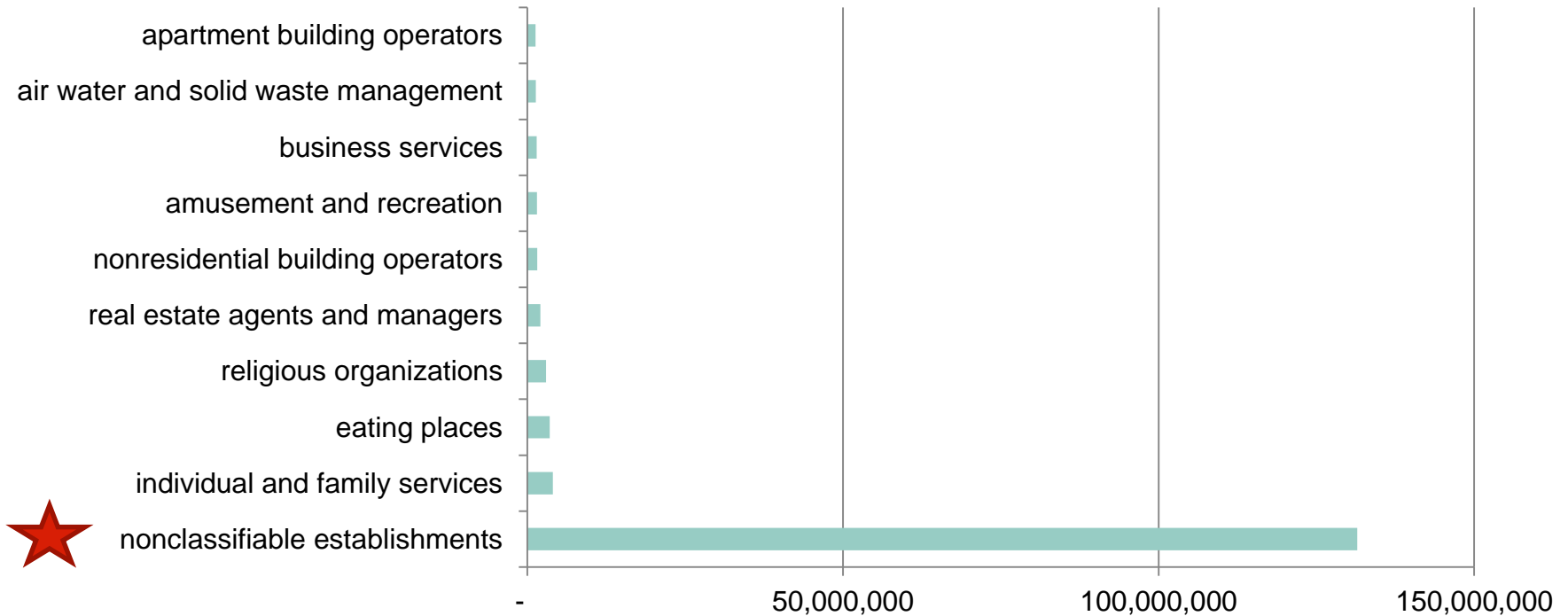
Total therms in 2013

Commercial SIC Code Data



Total therms in 2013

Commercial SIC Code Data



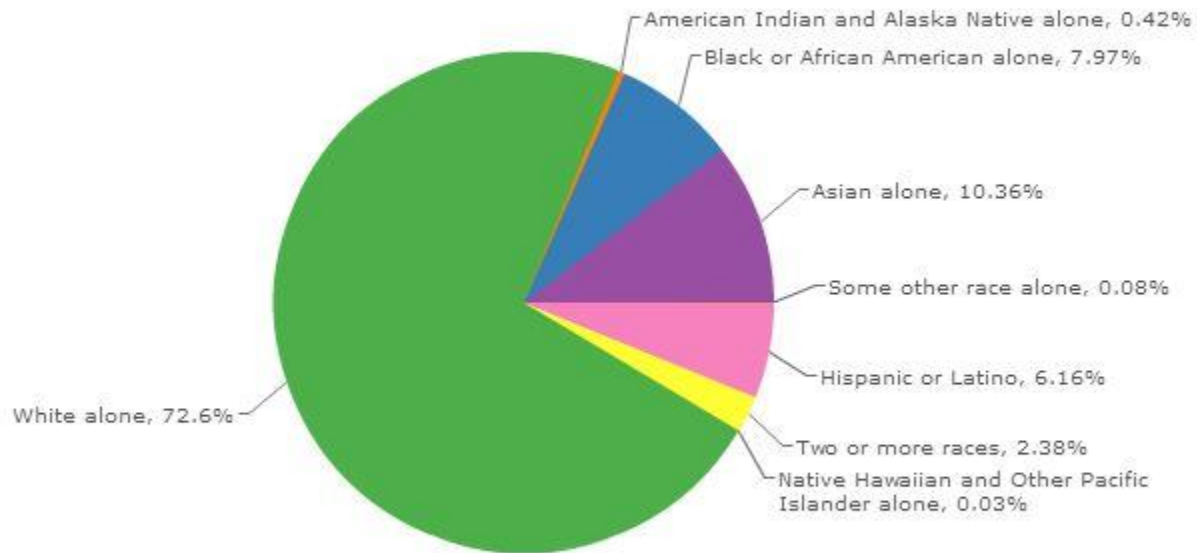
Total kWh in 2013

Maplewood Demographics

Population by Race and Ethnicity in Maplewood

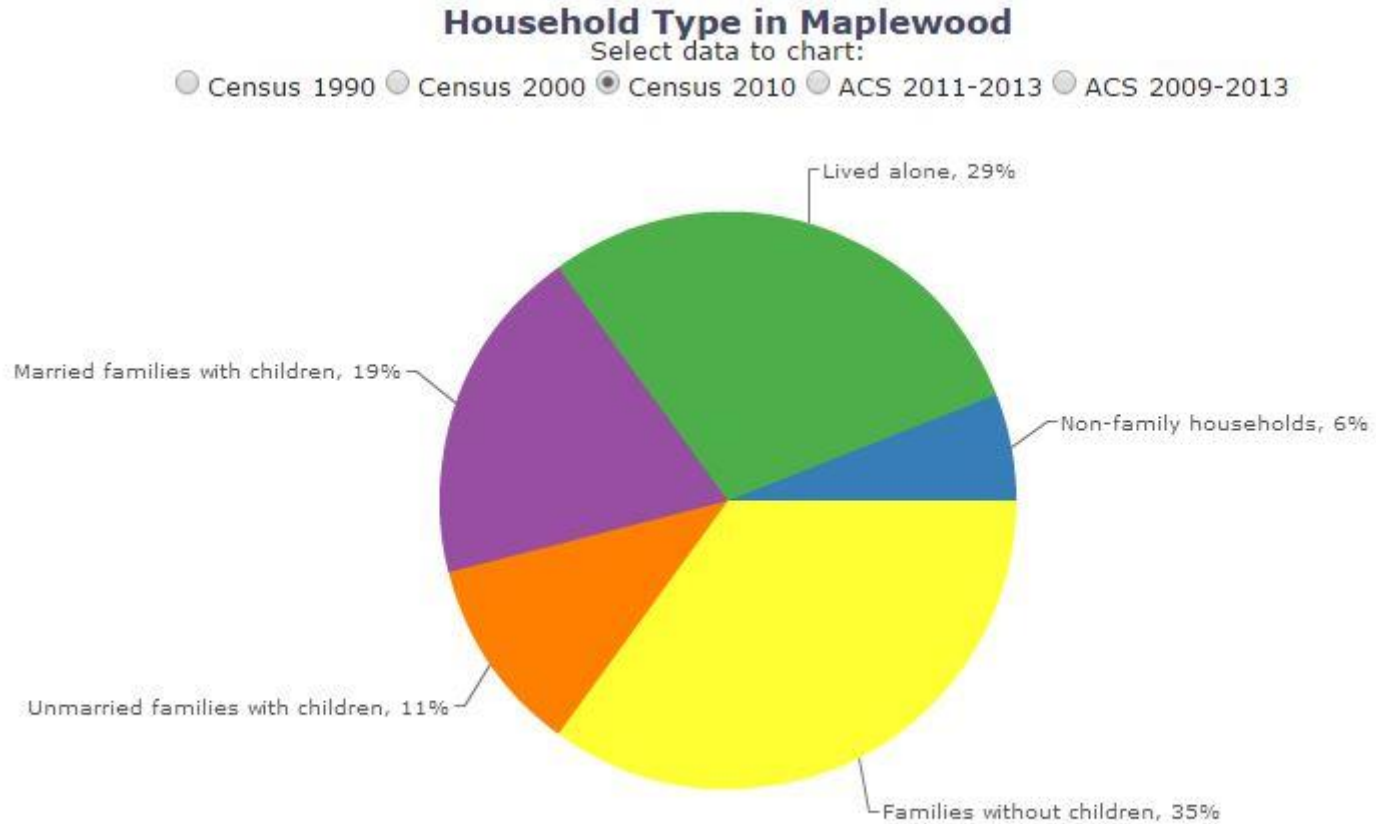
Select data to chart:

☐ Census 1990 ☐ Census 2000 ☒ Census 2010 ☐ ACS 2011-2013 ☐ ACS 2009-2013



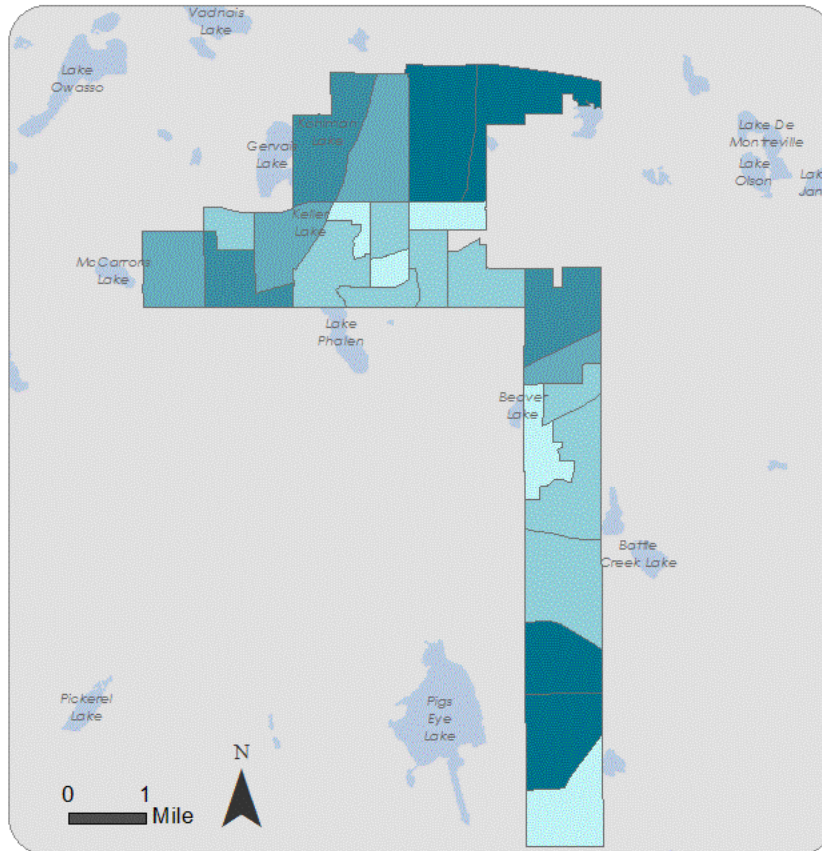
Source: U.S. Census Bureau [Decennial Census](#) or [American Community Survey](#).

Maplewood Demographics



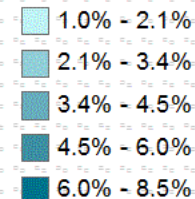
Source: U.S. Census Bureau [Decennial Census](#) or [American Community Survey](#).

Residential Electricity Use

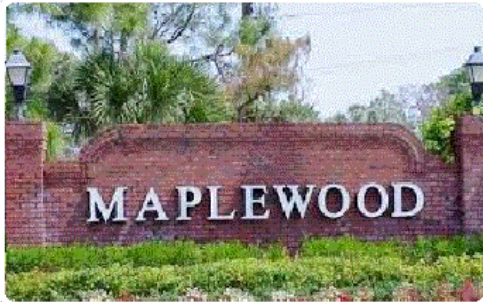
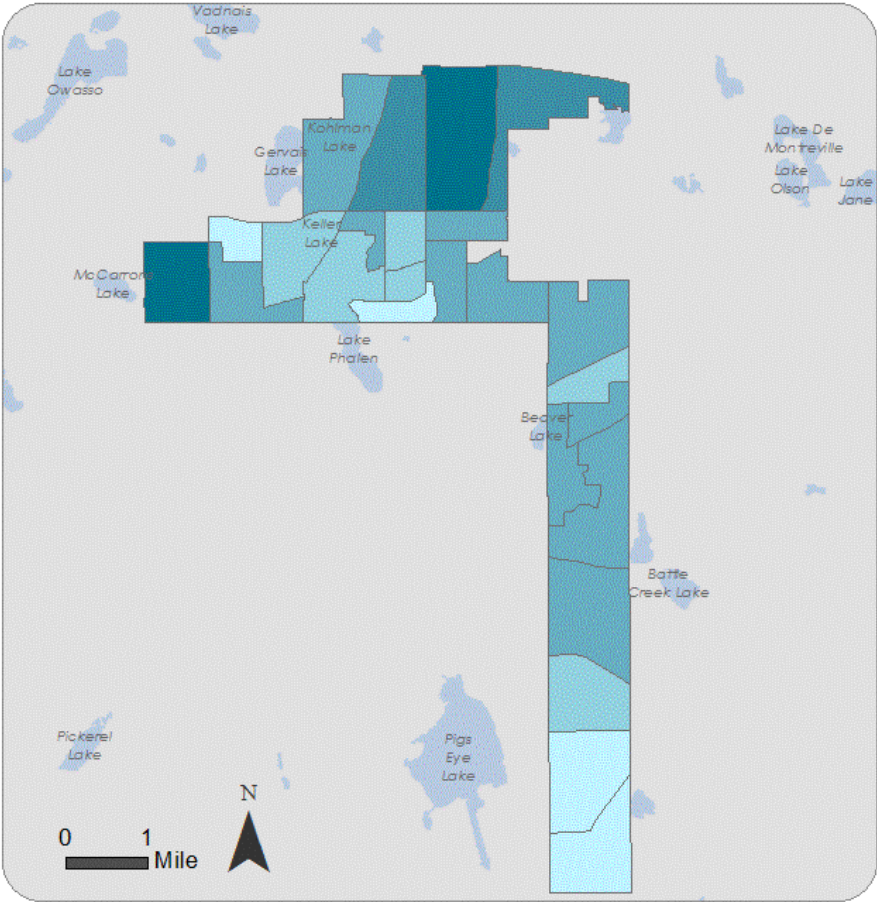


Legend

DO_kWh as Percent of Total



Commercial Electricity Use

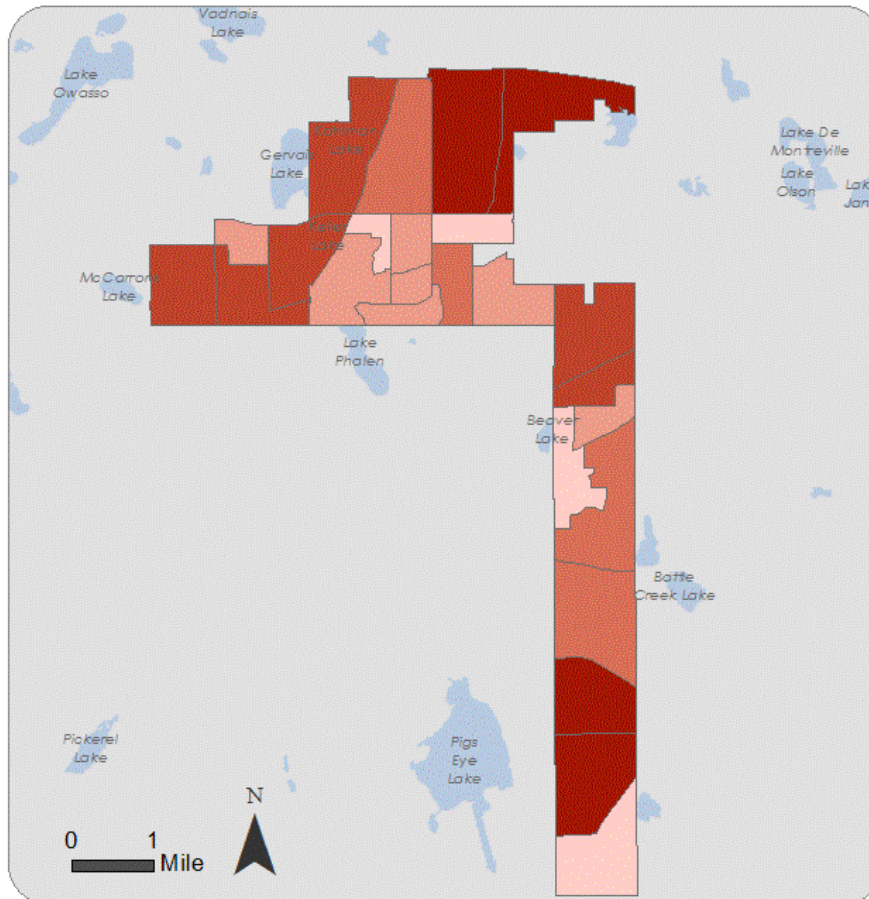


Legend

CI_kwh as Percent of Total






- <0.2%
- 0.25 - 0.76%
- 0.76% - 4.1%
- 4.2% - 9.2%
- 9.2% - 32%

Residential Natural Gas Use

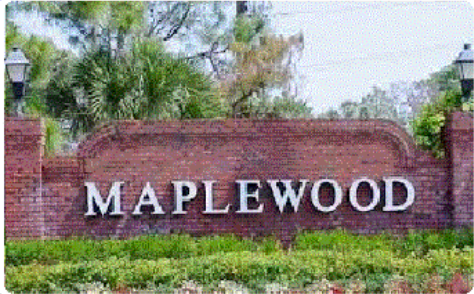
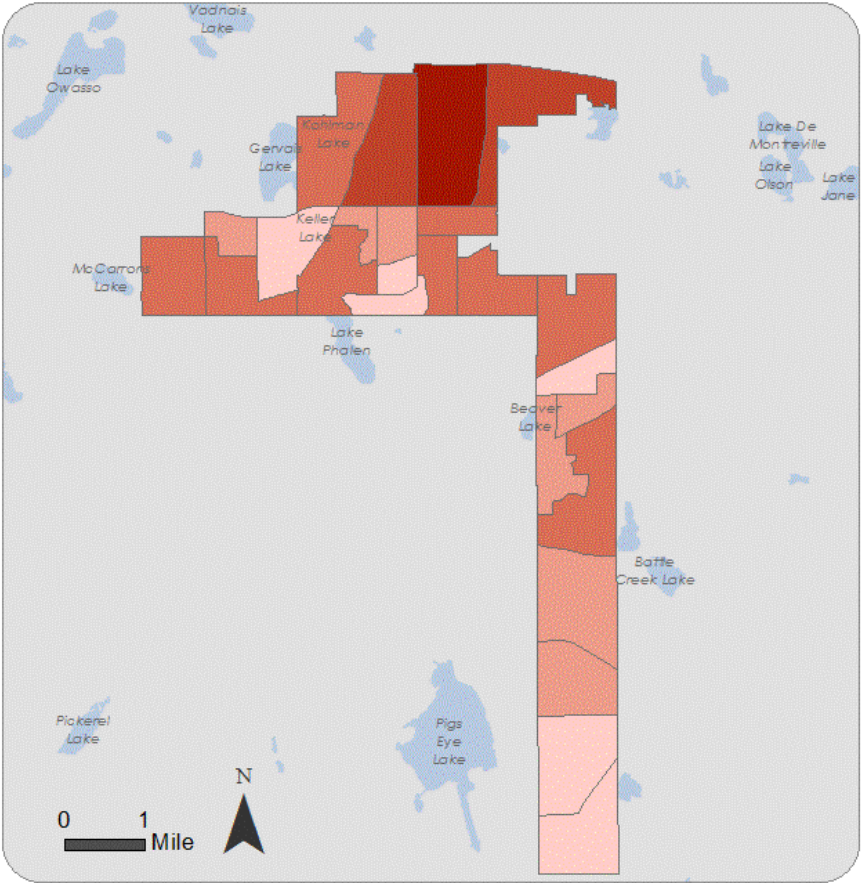


Legend

DO_therms as Percent of Total

-  1% - 2%
-  2% - 3%
-  3% - 3.9%
-  3.9% - 6.1%
-  6.1% - 9%

Commercial Natural Gas Use



Legend

Maplewood_Block_G...

Use_geoid5dig.csv.CI_the...
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- 0% - 0.7%
- 0.7% - 2.9%
- 2.9% - 6.4%
- 6.4% - 11.4%
- 11.4% - 21.6%

SMART Goals

SMART Goals

- **S** Specific
- **M** Measurable
- **A** Attainable
- **R** Relevant
- **T** Time-bound

SMART Goal Setting

Purpose

To insure the implementation stage is focused by creating targeted outcomes.

Example

Between the months of June-Aug 2014 the Mountain View neighborhood will have 20 households schedule and complete energy audits offered through the local utility with a recommended upgrade conversion rate of 10%.

Partners in Energy Support

Types of Support

- Program management and implementation support: approx 10-15 hours / month
- Startup support for projects such as website development, data tracking or analysis, marketing or outreach campaigns, etc.
- Possible stipends for targeted commitments (\$250-\$500/mo)

Examples in handout

Xcel Energy offers a portfolio of programs and services available to support your energy initiatives. What is unique about Partners in Energy is the ability to tailor these suggestions to meet your specific goals and deliver them with your community brand, using local resources.

Tactic	Xcel Energy Partners in Energy Support	Possible Deliverables
Micro-grants <i>(ability to award funding within the community to support projects)</i>	<ul style="list-style-type: none"> ▪ Help identify possible sources of funding to develop a pool ▪ Work with team to identify potential program structure 	<ul style="list-style-type: none"> ▪ Community administered program ▪ List of possible sources of micro-grants ▪ Support in completing grant applications
Grants <i>(large capital award to pursue an investment in the community)</i>	<ul style="list-style-type: none"> ▪ Support defining project parameters and financial modeling ▪ Assistance in identifying potential funding sources and technical assistance in completing applications 	<ul style="list-style-type: none"> ▪ Large community project funded all or in part through third party ▪ List of possible funding resources to pursue as capital intensive projects are identified
People and Resources to Help Deliver Programs	<ul style="list-style-type: none"> ▪ Support in developing systems to coordinate volunteers ▪ Assistance in identifying where resources would have the greatest impact ▪ Support developing materials for use in identifying volunteers or preparing them to serve 	<ul style="list-style-type: none"> ▪ Geographic identification of where 1:1 contact would be most effective ▪ Establishing a Web portal for volunteer sign-ups ▪ Training for volunteers
Marketing Materials	<ul style="list-style-type: none"> ▪ Support in designing post cards, door hangers, posters, emails or other collateral ▪ Assistance in figuring out who would be the best target market for a program or offering ▪ Translation services for collateral for non-English speaking audiences ▪ Newsletter content development 	<ul style="list-style-type: none"> ▪ Collateral development based on your tactical objectives ▪ Emails with educational materials on possible rebates or energy efficiency measures ▪ Educational poster development to educate employees and customers ▪ Ongoing column or blog leveraging existing community outlets

10 Minute Break

Brainstorming Strategies

Maplewood Workshop 2- Strategy Exercises

Maplewood's Partners in Energy will focus on implementing 3-4 energy strategies over 18 months. To help develop these strategies we will spend the next 50 minutes working through a series of exercises.

- 1) **Brain Dump:** Please spend five minutes writing down any energy strategies that come to mind.



- 2) **Individual Prioritization:** From your list above take 3 minutes to select* the strategy that the planning team should consider. Please write this strategy on the back in large letters so that it can be read from the wall. ➡

*Things to Consider

- What are the major opportunities?
 - Who would good partners be?
 - Foreseeable challenges
 - What is already going on?
 - Who is the target audience?
 - Potential Impact
- 3) **Strategy Sharing:** As a group we'll go around the table so each person can share their proposed energy strategy. When it's your turn read your strategy aloud, briefly explain why you chose it, and then tape your strategy on the wall. If possible place it next to other strategies with similar components.
 - 4) **Strategy Discussion:** Through group discussion 3-4 strategies will emerge as the best options to further consider leading into workshop 3.



Discussion and Prioritization

Wrap-up

Today we accomplished:

1. Adopting a vision statement
2. Reviewing Baseline Data
3. Introducing SMART goals
4. Brainstorming, discussing, and prioritizing strategies

Upcoming Workshop Dates

Workshop 3

February 26th

1:30-4:00pm

Workshop 4

March 12th

1:30-4:00pm



PARTNERS IN ENERGY

AN XCEL ENERGY COMMUNITY PARTNERSHIP